I honestly don't see the big deal with the programming that XM Radio is offering. So what if they offer "localized" programming to the listeners if anything they should be commended for pioneering this technology. If you go after them for what they are doing then you should go after Direct TV and all the other satellite tv providers. I have been a subscriber of XM radio for almost a year now because my local radio was lacking in the content that I wanted to hear and XM radio has more than exceeded my expectations. I think there are more concerning issues that could be dealt with than something as frivolous as this.